

# Do *your* translations



## CUT the MUSTARD?

A **rock solid** translation begins with a **firm grasp** on the meaning of the source text. And to master the subtleties of any language, the **best bet** is for someone to experience its culture **inside out**. This **goes double** for American English, **dripping** with enough idioms and metaphors to **make your head spin**.

For a US company looking to **spread its wings** and get **a leg up** on the competition, translations **as smooth as silk call for** a US-based translator whose **mother tongue** is the target language. Their **better handle** on the source text and its cultural **backdrop** is the **cornerstone** of a **top notch** translation.

This is a **major league advantage** that no **cut-rate** overseas provider can offer, but even when dealing with a US-based firm, don't **jump to conclusions** regarding their translators. Companies that use **offshore outsourcing** to **pinch pennies** are **a dime a dozen** in these **dog-eat-dog** economic times.

When **push comes to shove**, you don't want a translator still **wet behind the ears** to leave you **twisting in the wind**. TCNY is committed to engaging the services of **well seasoned** language professionals who have **put down their roots** to legally work and reside in the US or Canada.

Don't **throw good money after bad**. The translation **goliaths** don't **hold a candle** to the **four-star** quality and service for which TCNY has **earned its stripes**.

**The ball is in your court**. **Drop us a line** or give us a **buzz** today. We're friendly, helpful *and* competent – a **stellar** combination!



**How well would YOUR translation company translate something as colorful as this ad?**